



ANTAD Mexico 2004 Fact Sheet

Title, Dates & Venue

ANTAD Mexico 2004
March 12-15, 2004
Exposition Center in Guadalajara, Mexico

Organizers

Western U.S. Agricultural Trade Association (WUSATA), COLORADO
DEPARTMENT OF AGRICULTURE & IDAHO STATE DEPARTMENT OF
AGRICULTURE

Market Served

- In just four years U.S. food exports to Mexico have surged up 1.6 billion dollars to a total of \$6.2 billion.
- Mexicans, especially those under 20 have a huge appetite for U.S. food and agricultural products. The snack food industry alone exports \$117 million dollars of product. Consumer oriented foods such as red meat, dairy, poultry, fresh and processed vegetables, wine and beer are also winning in the Mexican market.
- Currently, the U.S. has a 90% share of Mexico's imported food and agricultural products.
- Products are selling more and more each year. Eggs were up 50% in one year, pet foods up 25%, and breakfast cereals up 10% in one year.

Show Profile

Exhibitors: The following types of participants from Mexico and all over the world will exhibit a complete range of food and beverage products:

- | | |
|----------------|--|
| -Manufacturers | -Agricultural Departments |
| -Producers | -National and Regional Government Agencies |
| -Importers | |

Visitors:

- | | |
|--------------------------------|------------------------------|
| -Supermarkets | -Duty Free Shops |
| -Superstores | -International Hotel Chains |
| -Wholesalers | -Restaurants |
| -Importers | -Institutional Food Services |
| -Food Retailers | -Airline Catering |
| -Food Brokers and Distributors | |

WUSATA prohibits discrimination in employment and services. Persons with disabilities, who require alternative means for communications of program information or to request our full non-discrimination policy, please contact us at 360-693-3373

After ANTAD. . .

**So, people liked your product.
Some even want to buy it!
But now what?**

In order to sell it needs to be on the shelf, and in order to be on the shelf, it needs to be handled by the appropriate importer/distributor. To find your distributor is not an easy task. Let us help you!

WHAT WE'RE OFFERING:

WUSATA is arranging a three-day visit to Mexico City immediately following the ANTAD exposition. There you will become familiar with the supermarket chains and club stores and, most importantly, you will become acquainted with the movers and shakers of the Mexican food market. You can also take the opportunity to reinforce future business plans entered into at ANTAD.

A TRIP GEARED TO YOUR NEEDS:

Appointments will be geared to your special requirements, and there will be time for one-on-one conversations. Remember that the personal touch is really the best effective method for doing business in Mexico.

The itinerary will be arranged for you as well as transportation and an interpreter. (However, most importers speak English so language should not be considered a deterrent.) Hotel reservations will also be made for everyone's convenience and to insure economical rates.

Your expenses for the Mexico City visit will include the flight from Guadalajara, the hotel, a nominal fee for transportation, food and, of course, the obligatory shopping. Cap off your investment in ANTAD with this low-cost trip to Mexico City where the business is done.

QUESTIONS:

For more information, contact Dawn Velásquez de Pérez at (303) 239-4123, Fax (303) 239-4125 or Mandi Thompson at (208) 736-2114, Fax (208) 736-4780.

WUSATA Branded Program funds are available to small companies that qualify. Branded Program participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification is mandatory.

**Please contact Alexa Hamilton at WUSATA for further details.
Phone: 360-693-3373**

ANTAD MEXICO

March 12 - 15, 2004 Guadalajara, Mexico

REPLY FORM

- ☐ **Yes, we are interested in participating at ANTAD 2004 in Guadalajara, Mexico.**
I would like to take advantage of one of the six booths available.
- ☐ Please reserve a booth at \$1800 for my company in the WUSATA pavilion.
I understand this is a commitment to participate and by returning this form I will be expected to pay the booth fees regardless of participation.
(Cost \$1800 not including travel, hotel, meals and expenses.)
Remember that up to 50% of your fee can be reimbursed by MAP Branded funds.
- ☐ **Yes, I am interested in traveling with WUSATA to Mexico City after ANTAD**
- ☐ **No, we will not participate at ANTAD 2004 in Guadalajara, Mexico.** However, we will perhaps visit the show and wish to be kept on your mailing list.

Our Contact Information:

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Tel _____ Fax _____ Email _____

Products/Services Marketed _____

Fax this form to:
Dawn M. Velásquez de Pérez at 303-239-4125
Or
Mandi Thompson at 208-736-4780

***All WUSATA projects and funding are based on availability from USDA.**